

## **NESDIS Data Users' Workshop Agenda**

June 11-12, 2003  
NIST Auditorium / Millennium Hotel  
Boulder, CO

### *Goals for Conference:*

- 1) Solicit users' opinions on current NESDIS data and information products and services  
(e.g., How can we improve?)
- 2) Inform users of future capabilities, plans, and data sets.
- 3) Review and update users' needs for:
  - a) New products
  - b) Data archiving and access to stored data
  - c) Future plans
- 4) Assess users' needs and societal benefits.
- 5) Improve communications and rapport with users.

## *Conference Agenda*

### **Pre-Conference (Tuesday, June 10, 2003): Millennium Harvest House Hotel**

5:30 - 7:00 pm “What’s New at the Data Centers: Meet the Directors”  
Pre-Conference Icebreaker (Hors d’oeuvres; Cash bar)  
Data Center Exhibits  
Registration Package Distribution

### **Day 1 / Morning (Wednesday, June 11, 2003): NIST Auditorium**

8:00 am Registration Package Distribution  
8:30 am Introduction (Conf. Logistics, Format, etc.) (**Sam McCown** /NCDC)  
8:35 am Welcome / Opening Remarks / Goals / Overview of NESDIS Data Info. &  
Dist. (**Greg Withee** / NESDIS)

*Session 1:* *Current and Future Capabilities of NESDIS Data Distributors* (Introduced by Greg Withee)

9:00 am National Climatic Data Center (**Tom Karl**, Director)  
9:20 am National Oceanographic Data Center (**H. Lee Dantzler**, Director)  
9:40 am National Geophysical Data Center (**Chris Fox**, Acting Director)  
10:00 am Office of Satellite Data Processing and Distribution  
(**Mike Matson**, Acting Director)

10:20 am BREAK (Exhibits and Poster Display open: Not staffed)

10:50 am Keynote Address:  
**Vice Admiral Conrad C. Lautenbacher, Jr., U.S. Navy (Ret.)**,  
Undersecretary of Commerce for Oceans and  
Atmosphere and NOAA Administrator  
(Introduced by Greg Withee)

11:20 am Guest Speaker: **Ron McPherson**, Executive Director, American  
Meteorological Society

11:50 pm LUNCH (On your own)

12:30 - 1:30 Exhibits and Poster Displays  
(Open and staffed during lunch break)

**Day 1 / Afternoon (Wednesday, June 11, 2003: NIST Auditorium)**

*Session 2: Customers Speak to the Government:  
Economic Benefits / Customer Satisfaction*  
Moderator: Dr. Tom Karl

Panel Session Questions:

- A) What can we do to improve?
- B) What new products and services should we plan for?
- C) What benefits do you derive from the data?
- D) What are the most important issues from your user class perspective?

1:30 pm Overview of Panel Discussions by Dr. Tom Karl

1:45 pm Commercial Panel Discussion **Dr. George Frederick, Chair**,  
Recent President of American  
Meteorological Society, and Chair of  
the AMS Economic Development  
Committee

Members:

<b>Dr. Harold D. Palmer</b>	Senior Marine Scientist, Veridian Systems
<b>William S. ("Bill") Bradbury</b>	President, Weather Factor
<b>Maria Pirone</b>	Chair of the AMS Board of Private Sector Meteorology, and President of Commercial Weather Services Association (CWSA)
<b>Simon Evans</b>	Environmental Sciences Research Institute (ESRI)
<b>Dr. Gregory S. Wilson</b>	President, Baron's Advanced Meteorological System, L.L.C.

3:00 pm BREAK

3:15 pm Special Guest Speaker: **R. Clint Brown** - Software Products Director,  
Environmental Systems Research Institute, Inc. "Bridging the gap  
between Government, academia, and commercial uses of data."

3:35 pm Government / Research / Academia Panel Discussion:  
**Dr. Daniel N. Baker, Chair**, Director of the Laboratory for Atmospheric  
and Space Physics at the University of Colorado

Members:

**Dr. David A. Robinson**

Department Chair, Rutgers University  
NJ State Climatologist

**Steven J. Worley**

National Center for Atmospheric Research

**Dr. Laura Kong**

Director, NOAA/NWS International Tsunami Information Center

**Dr. Kenneth E. Kunkel,**

Illinois State Water Survey, and Former Director Midwest Regional  
Climate Center and NM State Climatologist

**Todd A. Doehring**

Centrec Consulting Group

- 4:50 pm      Highlights and Summary from Panel Sessions  
Introduction to Day 2  
Jessica Hartung  
Integrated Work Strategies
- 5:00 pm      End of Day 1
- 6:30 pm      DINNER      Dinner Speaker: **Dr. Elbert W. ('Joe') Friday**  
President of AMS, Former Director of National Research  
Council Board of Atmospheric Sciences and Climate,  
Former Director of National Weather Service  
Location: Millennium Hotel

**Day 2                      (Thursday, June 12, 2003: Millennium Hotel)**

- 8:00 am      Continental Breakfast

*Session 3:      Customer Breakout Session: New Products, Data Distribution, and  
Methodologies*

- 9:00 am      Introduction to feedback process      (Facilitators)  
9:15 am      Breakout Sessions Begin:      (Facilitators and Technical Leads)

Conference Attendees Choose Sessions of their Choice based on their affiliation (commercial, government, academia). Large groups will be broken into sub-groups for ease of facilitation. At registration each participant indicates his/her choice.

Tentative Breakout Questions:

- a) Subject: How Can We Improve Our Services and Data?

- b) Subject: How Can NESDIS Centers Best Provide for Customer Feedback?
- c) Subject: Technology of the Future - How Can it Help?
- d) Subject: New Data Acquisitions: What Data Should NESDIS Archive?
- e) Subject: New products and services: What should we plan for?

10:20 am	BREAK	
10:50 am	Breakout / Audience Participation Continues	
11:45 am	LUNCH (Provided)	
1:05 pm	Breakout Sessions resume :	(Facilitators and Technical Leads)
2:30 pm	BREAK	
3:00 pm	Highlights and Report from Breakout Groups	(Technical Leaders)
4:30 pm	Closing Remarks	(Greg Withee / NESDIS)

**Post Conference Tours      (Friday, June 13, 2003):**  
**NOAA Offices at David Skaggs Research Center**